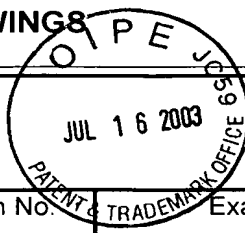


#5
WM
1/23/03

TRANSMITTAL OF FORMAL DRAWINGS

Docket No.
JGP-10302/08

In Re Application Of: **Brian Bartkowiak et al.**



Serial No.

Filing Date

Confirmation No.

Examiner

Art Unit

09/755,924

January 5, 2001

Jean M. Corrielus

2172

Invention: **EVENT MANAGEMENT SYSTEM**

Address to:
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Transmitted herewith are:

15 sheets of formal drawing(s) for this application.

☒ Each sheet of drawing indicates the identifying indicia suggested in 37 CFR Section 1.84(c).

RECEIVED

JUL 21 2003

Technology Center 2100

Signature

Mark D. Schneider, Reg. No. 43,906
Gifford, Krass, Groh, Sprinkle, Anderson
& Citkowski, P.C.
280 North Old Woodward - Suite 400
Birmingham, MI 48009
(248) 647-6000

Dated:

7/16/2003

I certify that this document and attached formal drawings are being deposited on 7/16/2003 with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450. EV 33961515345

Signature of Person Mailing Correspondence

Judith T. Lange

Typed or Printed Name of Person Mailing Correspondence

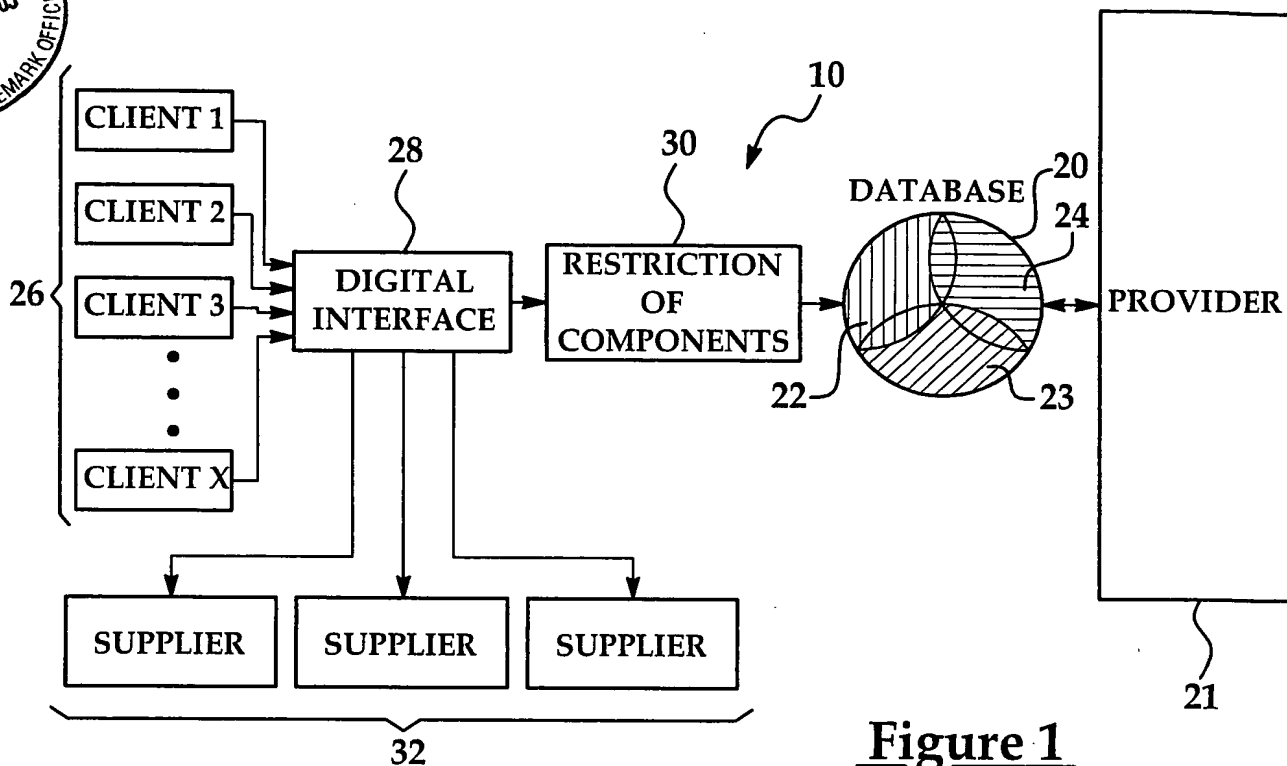
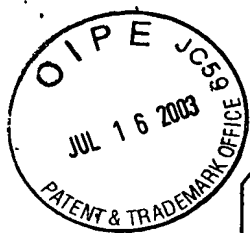


Figure 1

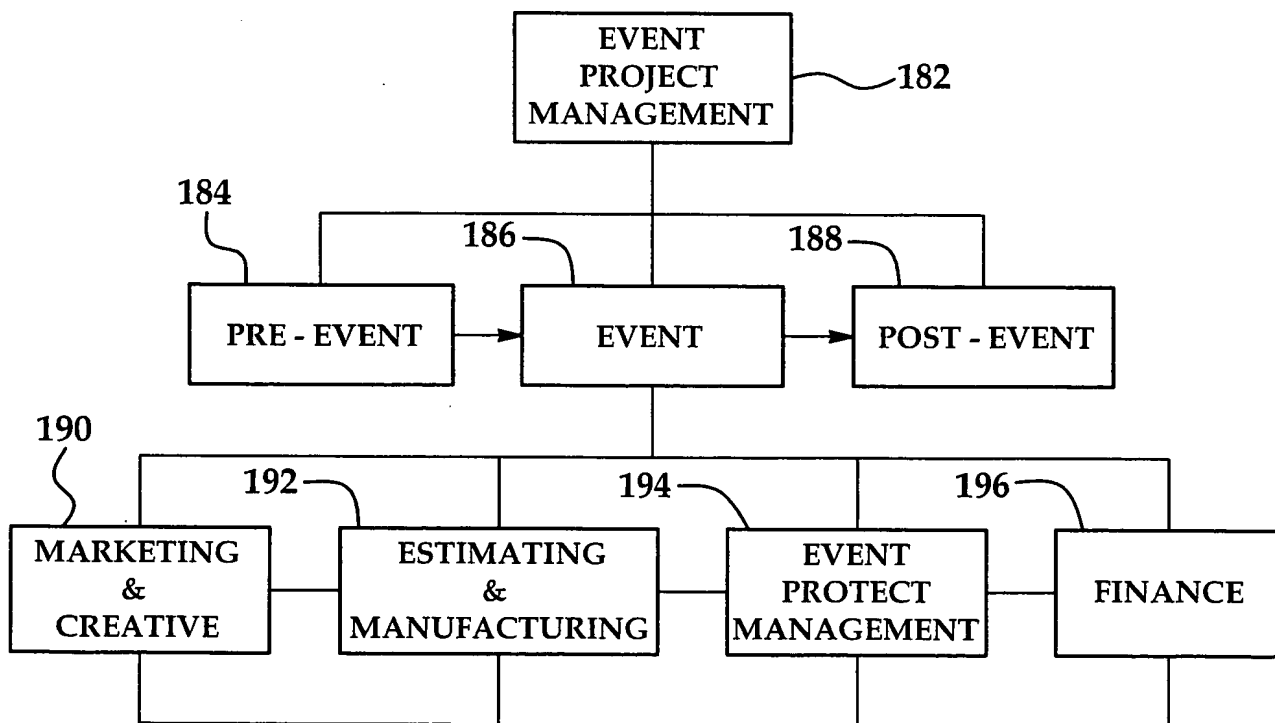


Figure 4

O.I.P.E. JC59
JUL 16 2003
PATENT & TRADEMARK OFFICE

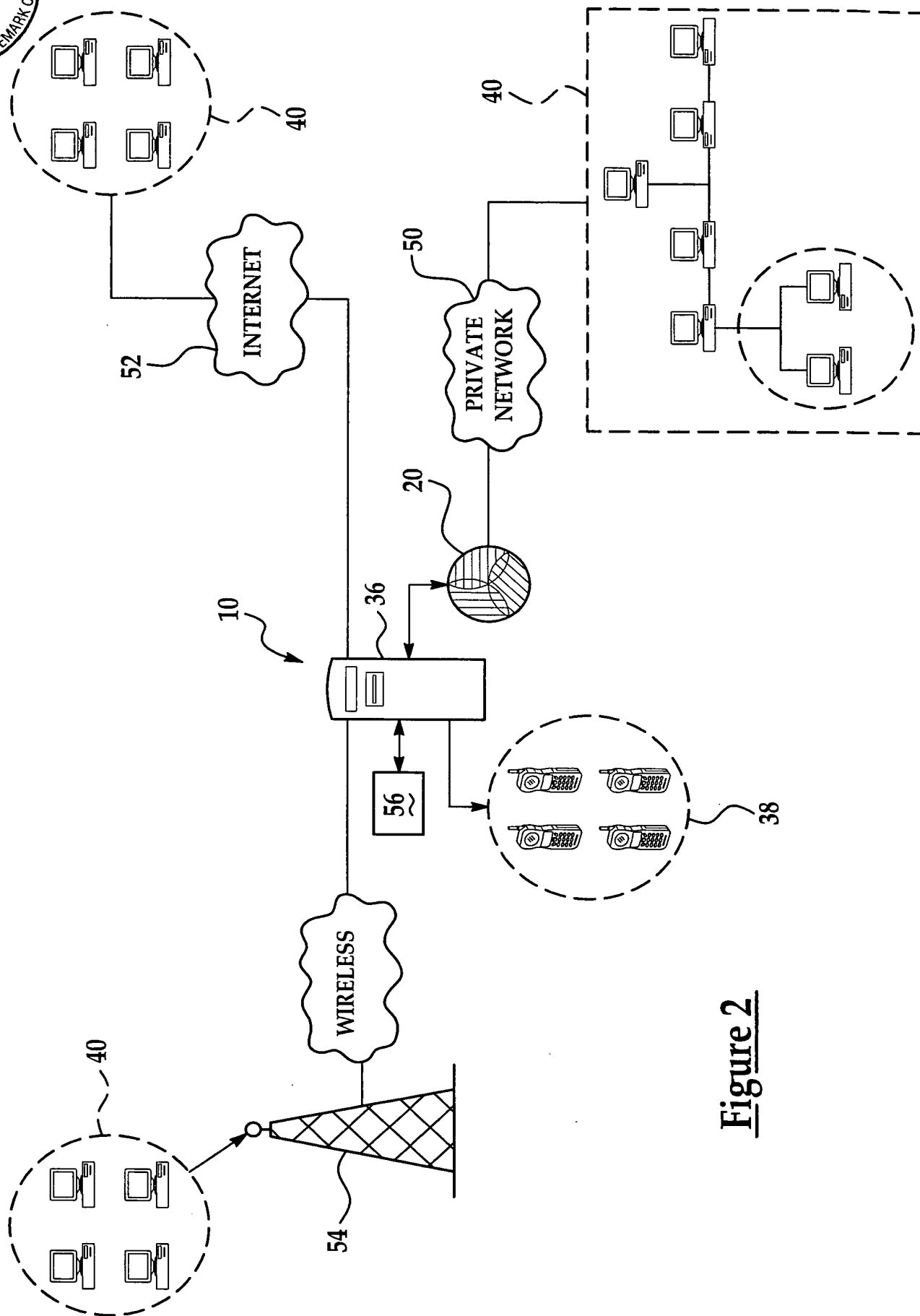
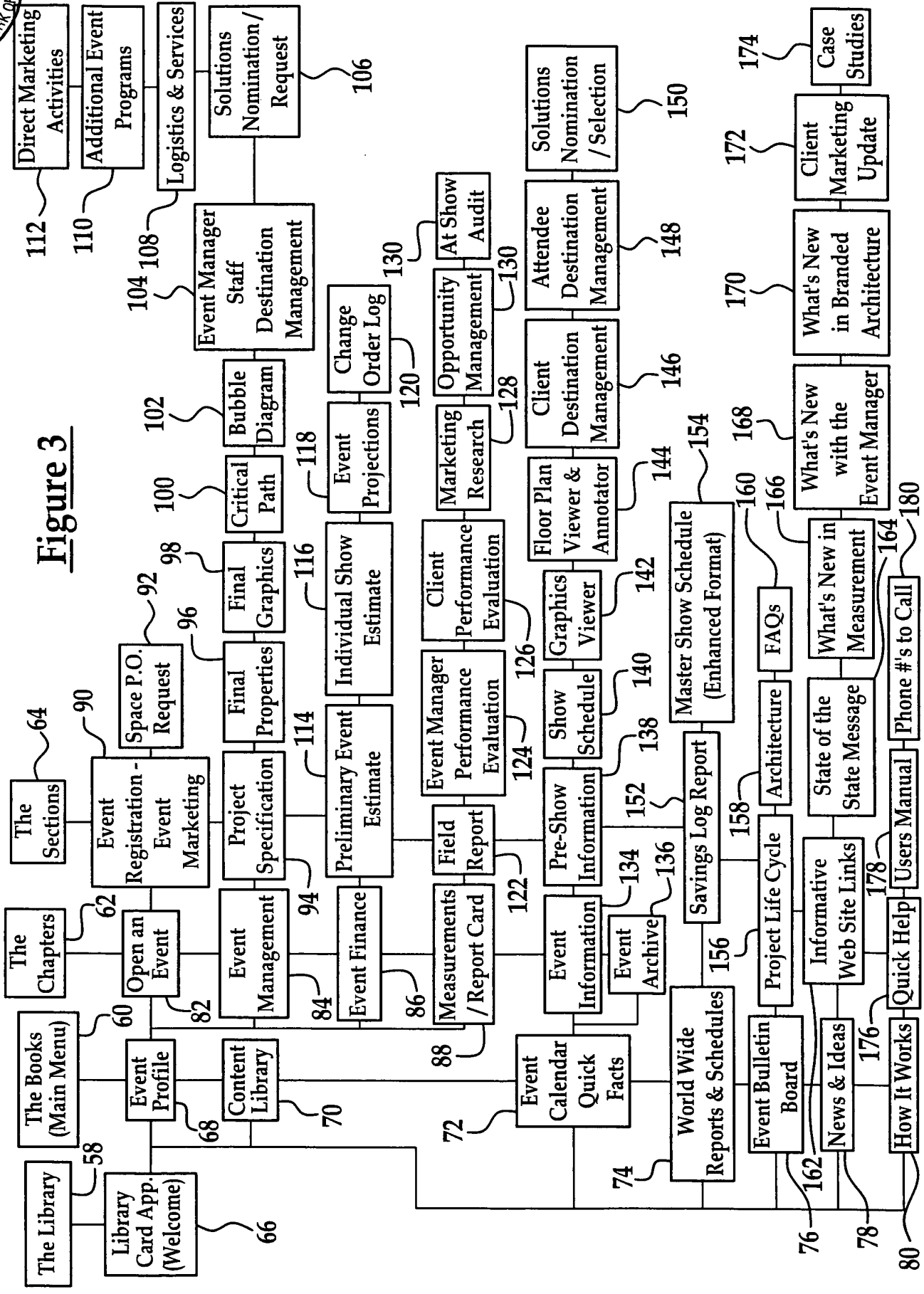


Figure 2



Figure 3



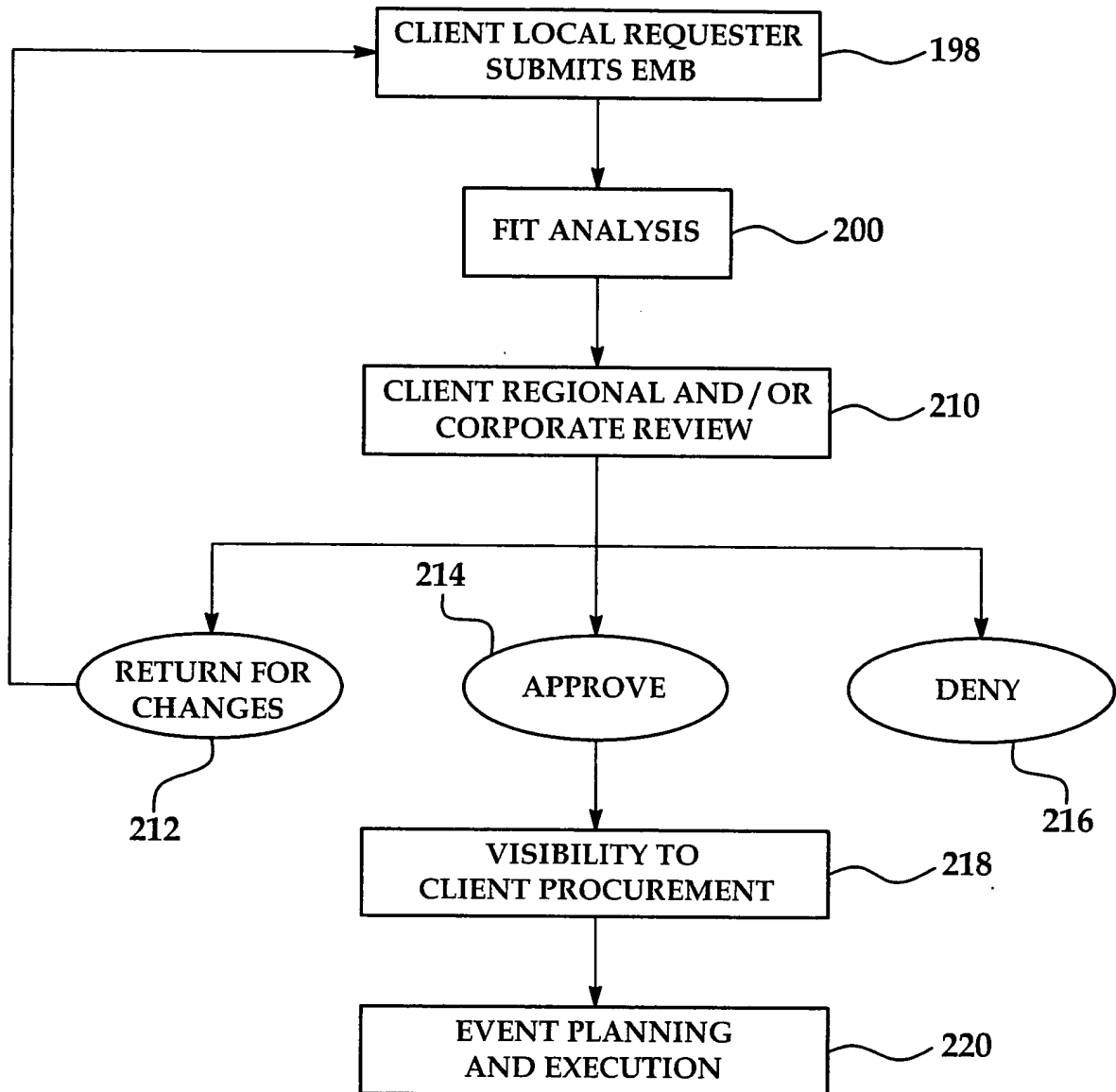


Figure 5

HOME PAGE

File	Edit	View	Favorites	Tools	Help	http://globalinks.appro.com/cgi/main.nsf/CUserApp/OpenForm&George%2027
------	------	------	-----------	-------	------	--

Address:	http://globalinks.appro.com/cgi/main.nsf/CUserApp/OpenForm&George%2027%20JohnantTopOfDoc	Go	Links
----------	--	----	-------

Library Card Application

Please fill out the form and click the Submit button below.
All fields marked with * are required.

*First Name:

*Last Name:

Title:

Address:

City:

State/Province:

Postal Code:

Country:

*Internet Address:

*External Phone Number:

External Fax Number:

Cell Phone Number:

Pager Number:

Expiration Date:

File Edit View Favorites Tools Help		Address http://server1/Demo/JsDemo.nsf/CLFrameSet?OpenFrameset		Go	Links
New Event Planning Tool Event Workplace IGL Logistics Suggestion Box Help					

By Name:
By Area:
By Product Name:
By Status:
By Event Type:
Past Events (\$\$)
By Quarter (\$\$)
By Area (\$\$)
By Product Line (\$\$)

234

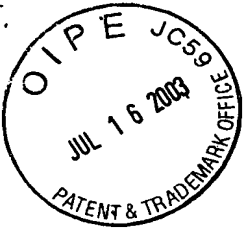
223

All Events By Name with Totals (X denotes canceled or denied event)			
Event	Dates	Status	Total (US\$)
X Netscape Computed Names 1114	05/30/2001-	Denied	0
1143	06/03/2001		
Nother Event 1114 1054	04/11/2001-	Returned for Changes	0
	04/12/2001		
Calendar Only Test 1114 1649	02/03/2001-	Calendar Only	0
	02/09/2001		
ceBIT	02/22/2001-	Pending Global LINKS Admin.	0
	02/28/2001	Review	
CommunicAsia	06/19/2001-	Calendar Only	600,000
	06/22/2001		
GSM World Congress	02/20/2001-	Planned	0
	02/23/2001		
ICSPAT	10/16/2001-	Planned	0
	10/19/2001		
NetWorld/InterOp Spring	03/06/2001-	Approved	0
	03/11/2001		
NextIE Test 1114 1130	12/03/2001-	Pending GPJ Account Executive	0
	12/09/2001	Review	
SuperComm 2001	12/30/2001-	Pending Global LINKS Admin.	500,000
	12/30/2001	Review	1,100,000

All Events By Name with Totals (X denotes canceled or denied event)

Welcome to the Global LINKS Demo!

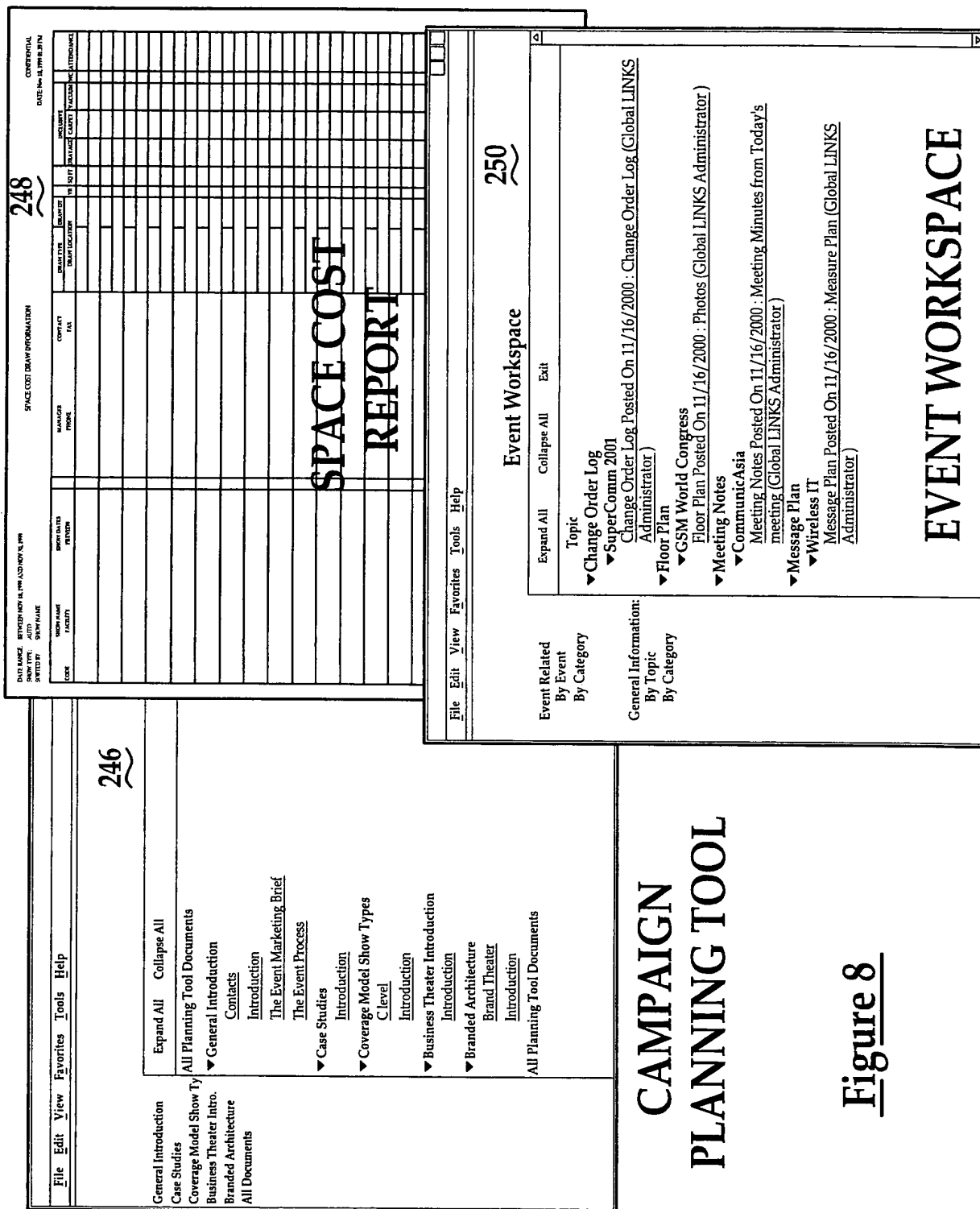
Figure 6



File Edit View Favorites Tools Help	
Address: http://server1/Demo/Js/Demo.nsf/CLFrameSet?OpenFrameset	
Go Links	
Edit Close	
General Event Info	
Marketing Brief	
Budget / Estimates	
Initiator	
GPJ Actions	
Client Actions	
236	
General Event Information	
Event Name	Event Start Date
Netscape Testing 1114 1133	Dec 10, 2000
Event End Date	
Dec 15, 2000	
Geographic Area	Product Line
North America	Pagers
United States	
Country	
Your Company's	
Participation	
Estimated Attendance	
Requester	Marge Ke
Internet E-mail	mke@netscape.com
Phone Number	248-475-2
Manager	Laura Ha
Event Manager	
GPJ Show Code	9393
Show Year	2001
Client Code	M655
242	
Budget / Estimates	
Space:	Feet or Meters?
	Feet
Total Event Estimate	
(*In US Dollars, should include Space Estimate)	
Estimate	
(Enter estimate in U.S. Dollars in whatever detail you have)	
Description	Total Estimate
	Comments
Space	
Sponsorships	
Other	
*Note that the sum of these estimates will not necessarily equal the Total Event Estimate from above.	
Funding Sources	
What Currency will the P.O. be in ?	
Dollar (United States)	Total Event Budget in Dollar (United States)
If currency type is not listed above, please enter it here :	0
238	
Marketing Brief	
Target Audience	
Who are your ideal customer(s) ?	
What are they looking for ?	
What should they know about your company ?	
Event Audience - Please provide third party research such as a show audit.	
What is the audience demographic for this event ?	
What are they looking for ?	
What is the source of the data ?	
Primary objectives	
What are your event objectives and how will you measure them ?	
Objective 1:	
Measurement:	
Objective 2:	
Measurement:	
Objective 3:	
Measurement:	
240	
Marketing Brief	
Target Audience	
Who are your ideal customer(s) ?	
What are they looking for ?	
What should they know about your company ?	
Event Audience - Please provide third party research such as a show audit.	
What is the audience demographic for this event ?	
What are they looking for ?	
What is the source of the data ?	
Primary objectives	
What are your event objectives and how will you measure them ?	
Objective 1:	
Measurement:	
Objective 2:	
Measurement:	
Objective 3:	
Measurement:	

Figure 7

EVENT MARKETING BRIEF (EMB)



CAMPAIGN
PLANNING TOOL

Figure 8

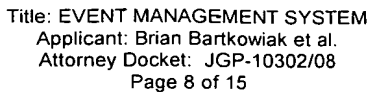
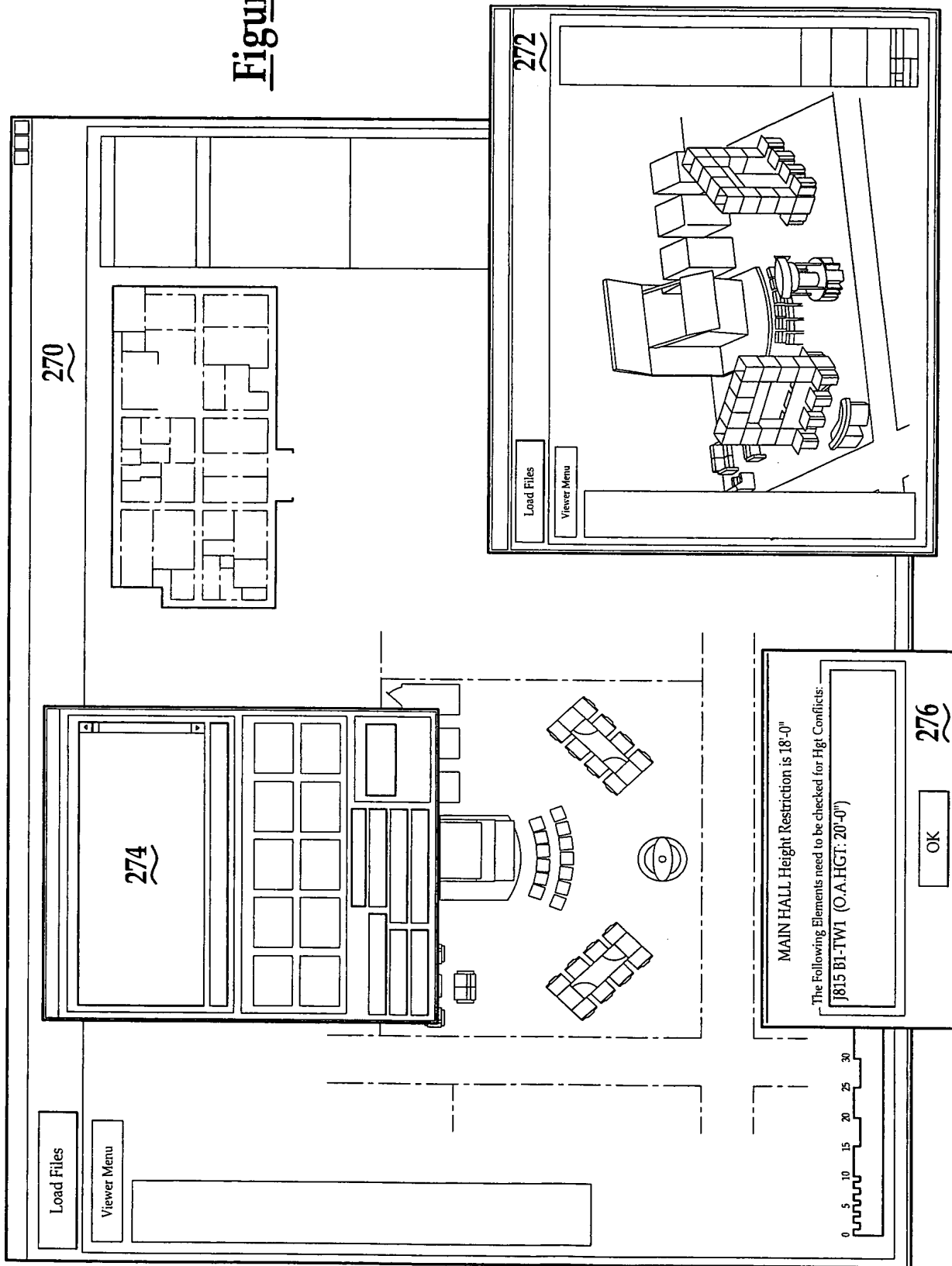


Figure 9



Figure 10





FLOORPLAN AND GRAPHICS ANNOTATOR

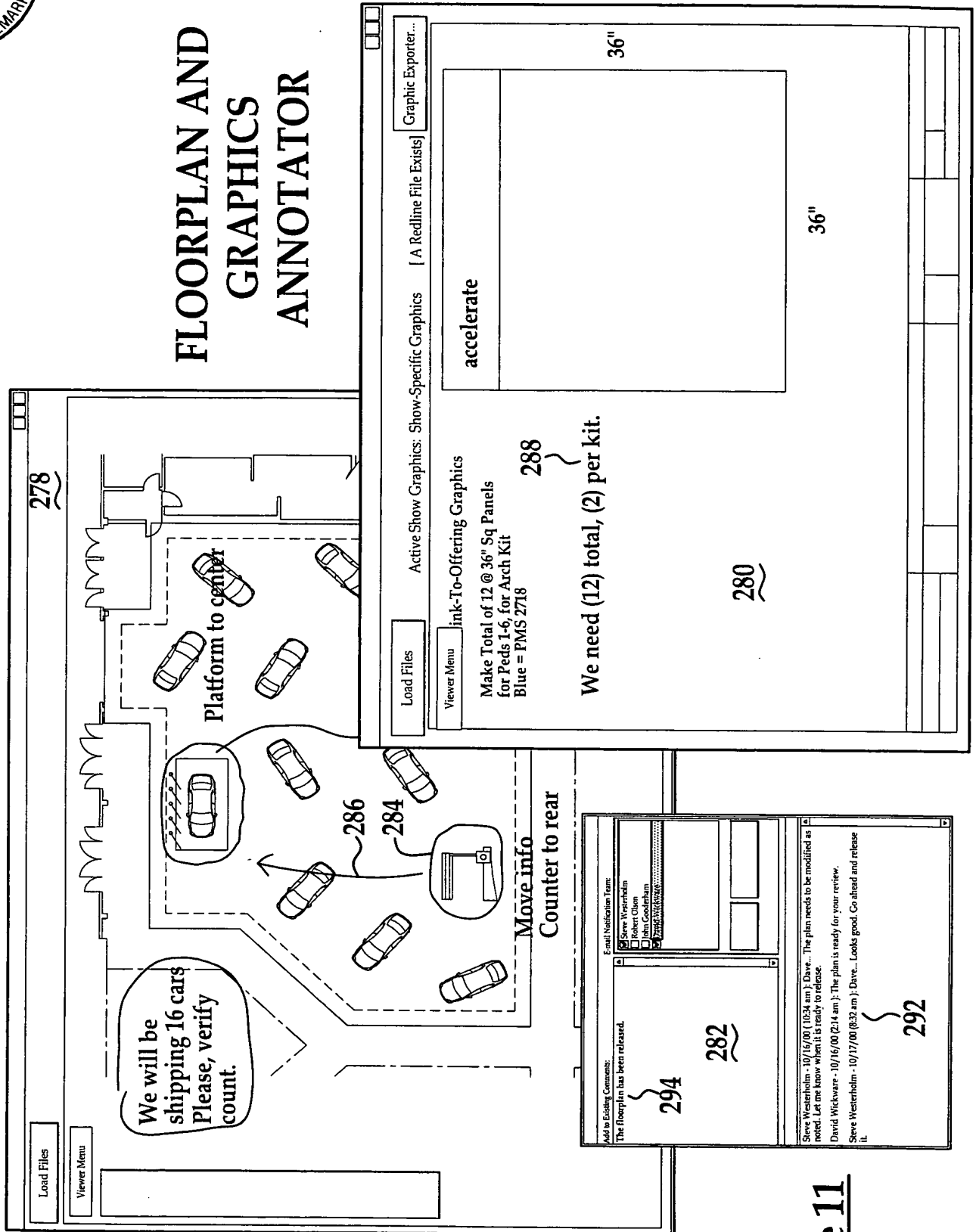


Figure 11



File Edit View Favorites Tools Help

Address: <http://111.222.100.44/kitracking/default.asp>

Install Dates
Move In:
Mon, Nov 06, 2000 at 12:08 AM
End of Install:
Wed, Nov 08, 2000 at 12:10 AM

Show Dates
Press Opens:
N/A
Press Closes:
N/A
Preview Opens:

Assigning Supervisors
Assigned:
Richardson, Ted
Confirmations
Save
Cancel

Supervisor

Select a Supervisor

Richardson, Ted
Current Schedule
Show Dates
This Client/Show

Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
Nov 04	Nov 05	Nov 06	Nov 07	Nov 08	Nov 09	Nov 10	Nov 11	Nov 12	Nov 13	Nov 14
O	W	O	O	V	S	S	D	D	D	O
O	W	O	O	S	S	D	D	D	D	O

296

302

306

File Edit View Favorites Tools Help

Address: <http://111.222.100.44/kitracking/default.asp>

Vacation Scheduling
Vacation
25369 - Richardson, Ted
Start Date: Jan 01 2000
End Date: Jan 01 2000
Add Remove Save Cancel

Layoff Scheduling

Home View Inventory Client/Show Selection Reporting

Report a Bug

File Edit View Favorites Tools Help

Address: <http://111.222.100.44/kitracking/default.asp>

Install
Rental Car Required: Yes Hotel Reserved by Client: Hotel Only-CPJ By: CBLESMA Nov 15, 2000 4:31 PM
Client 101573 Depart From Detroit Arrive In Anaheim Depart Date Sun, Nov 05, 2000 Arrive Date Sun, Nov 05, 2000 Depart After 8:00PM
Last Updates by: CBLESMA Nov 15, 2000 4:24 PM

Install
Rental Car Required: Yes Hotel Reserved by Client: Hotel Only-101573 By: CBLESMA Nov 15, 2000 4:31 PM
Client 101573 Depart From Detroit Arrive In Anaheim Depart Date Tue, Nov 07, 2000 Arrive Date Sun, Nov 11, 2000 Depart After 12:00PM
Last Updates by: CBLESMA Nov 15, 2000 4:25 PM

298

300

File Edit View Favorites Tools Help

Address: <http://111.222.100.44/kitracking/default.asp>

Supervisor SCHEDULING

Travel Request for Richardson, Ted
Employee: 25369 - Richardson, Ted
Show: 101881 - CALIFORNIA INTL AUTO SHOW
Facility: 673673 - ANAHEIM CONVENTION CENTER
Client: 101573 - Toyota Motor Sales, USA
Project:
101573 - Toyota Motor Sales, USA

298

300

Home View Inventory Client/Show Selection Reporting

Report a Bug

Figure 12



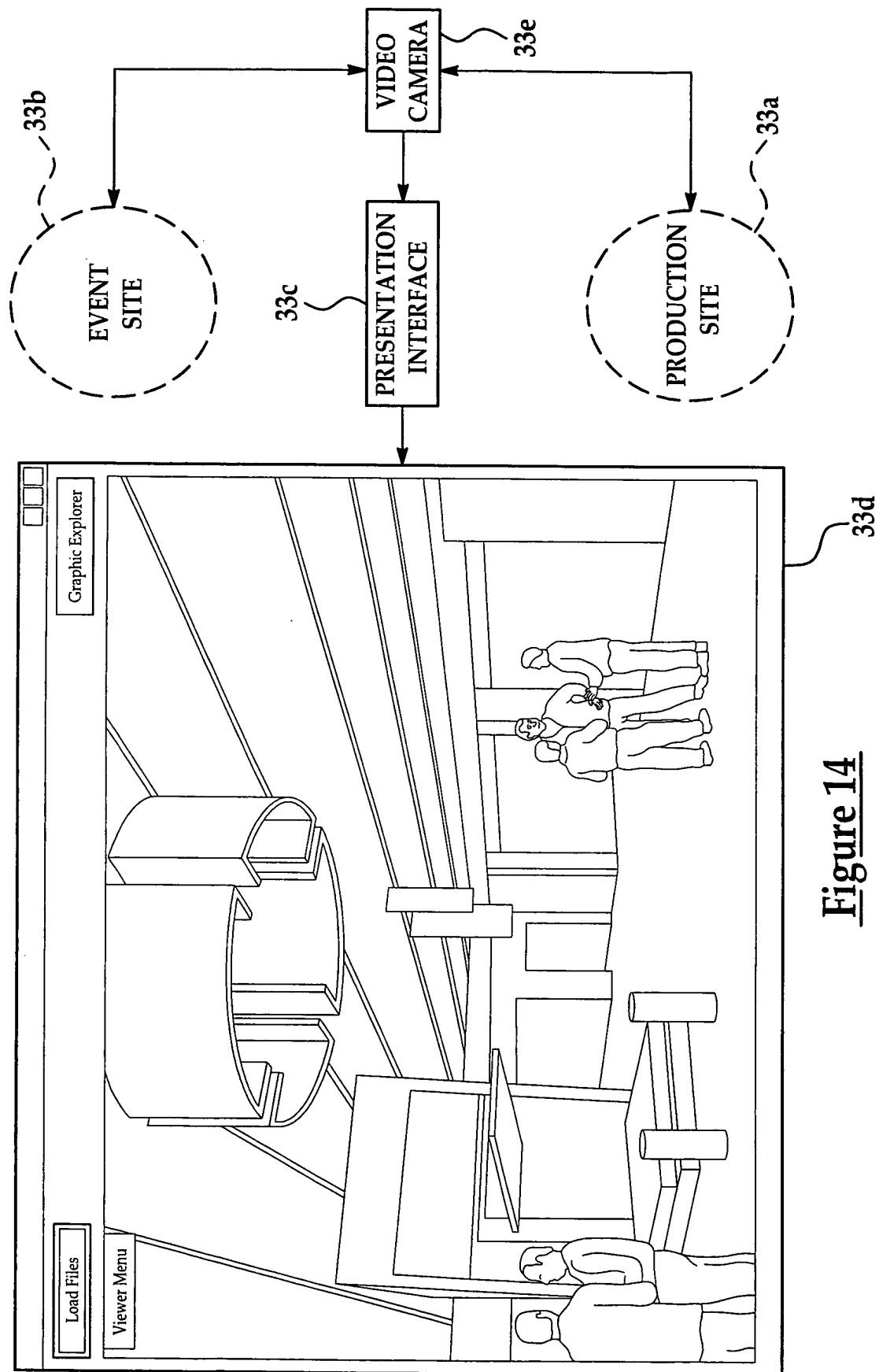


Figure 14



COMPETITIVE ANALYSIS

View Event Documents By:

- Attendee
- Business Unit
- Competitors - Exhibitor
- Competitors - Sponsor
- Event Name
- Location
- Past Events
- Producer
- Quarter
- Ranking
- Speaking Opp.
- Sponsorship

IT Decision Maker

Line of Business Sr. Exec.

C Level

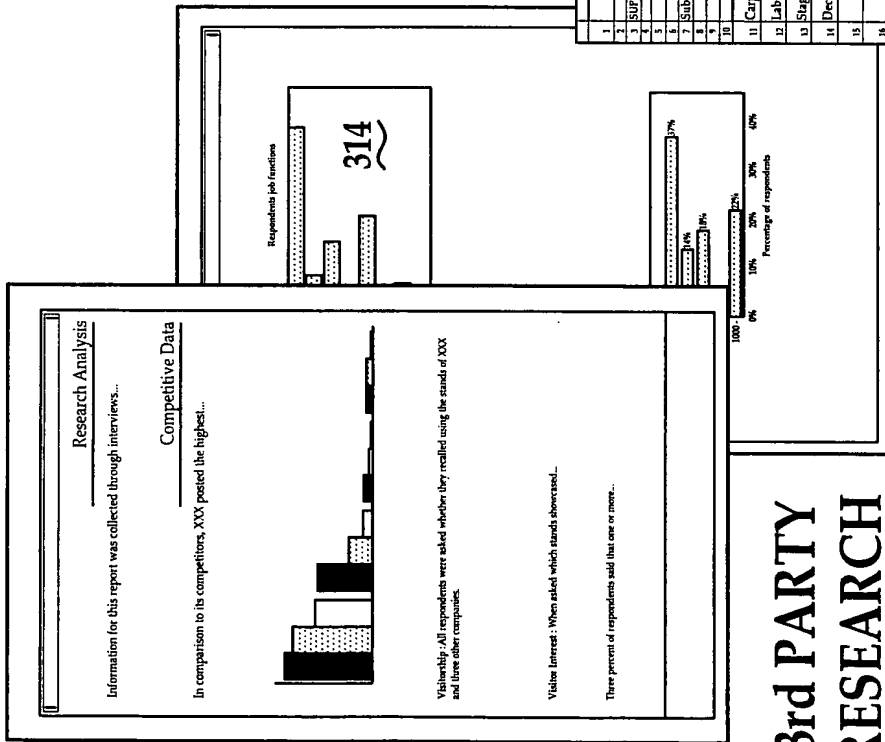
(Not Entered)

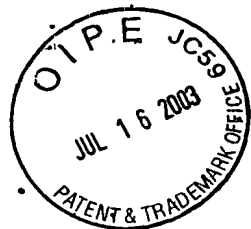
316

FOLLOW-UP REPORT																											
A	B	C	D	E	F	G	H	I	J	K	L	M	N														
1	SUPERVISOR																										
2	DATE																										
3	Sub-Contractor Labor																										
4																											
5																											
6																											
7	Carpenters																										
8	Labor																										
9	Stagehand																										
10	Decorator																										
11																											
12																											
13																											
14																											
15																											
16																											
17																											
18	Treasurer																										
19	Fork																										
20	Jiggers																										
21																											
22																											
23																											
24																											
25	Electricians																										
26																											
27																											
28																											
29																											

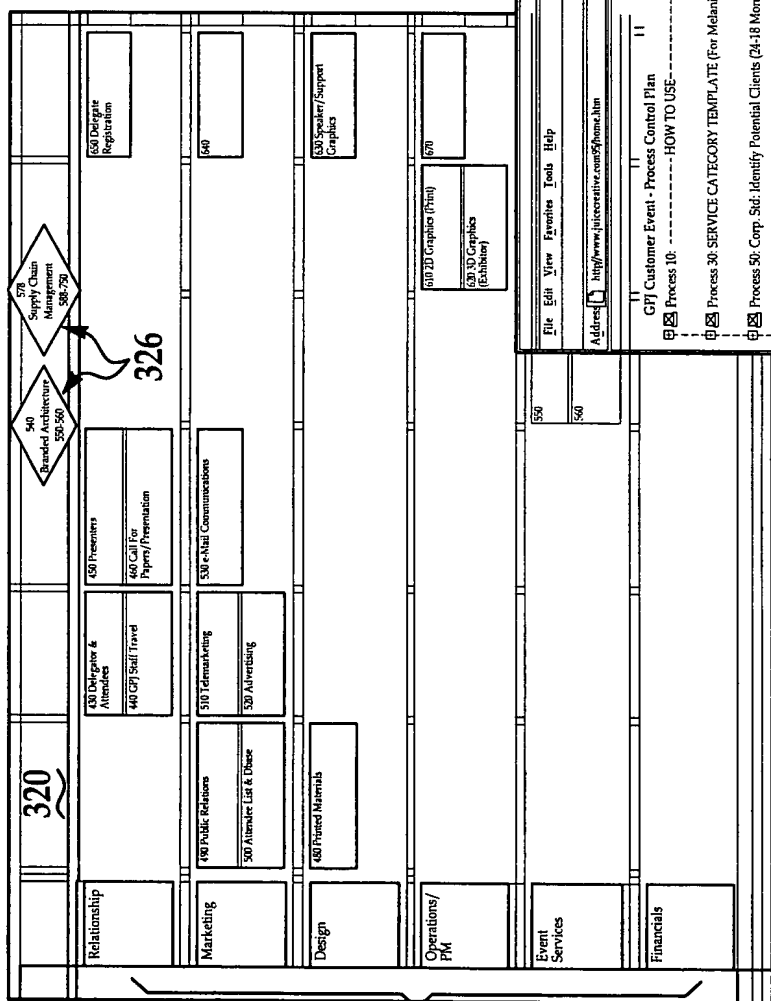
318

FOLLOW UP REPORT





PROCESS CONTROL PLAN



SWIM LANE CHART

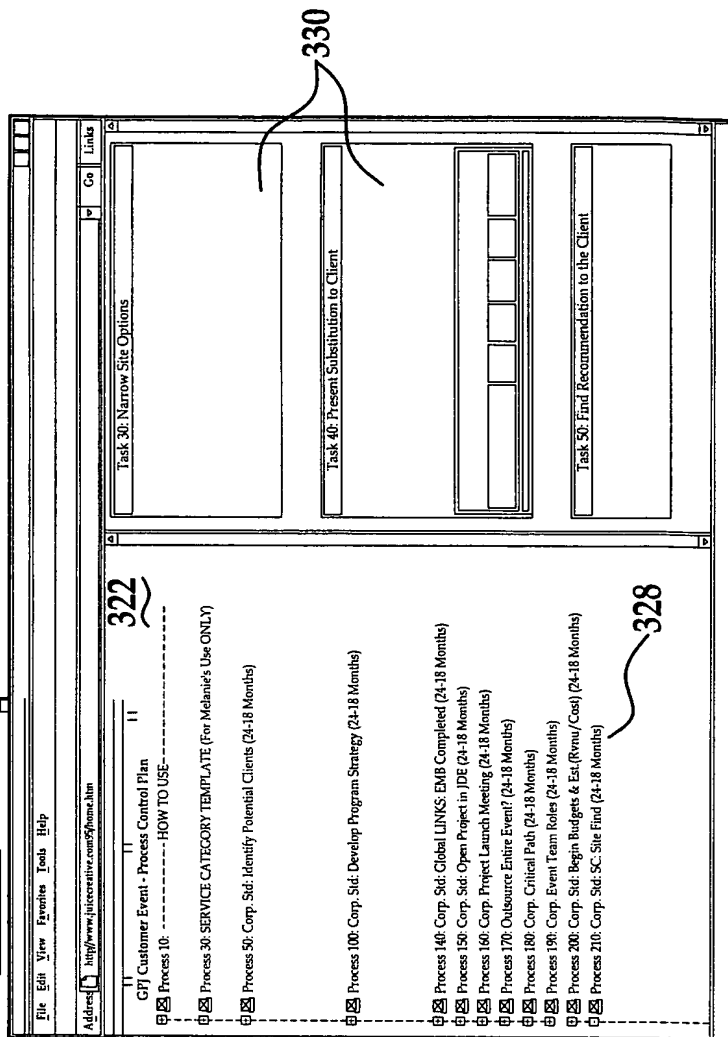


Figure 16